

# Business Highlights

## TOM Group

### Pursuit of growth through organic development combined with acquisitions



- Expansion into Chongqing and Wuhan through the acquisition of Chongqing Jinzhao and Wuhan Lineland. Both Jinzhao and Lineland have leading positions in their home markets of Chongqing and Wuhan respectively and

are focused mainly on operating in the billboard and unipole categories. With these acquisitions, the 14 subsidiaries of TOM Outdoor now operate an advertising network reaching over 50 cities throughout Mainland China.

- Acquisition of 27% stake in Huayi Brothers, with an option to increase to a 47% equity stake, Huayi Brothers is one of the largest private film and TV production studios in Mainland China, with a 30% market share of the domestic productions box office in 2003. The acquisition will not only allow TOM access to the fast growing film industry but also deepen the Group's capabilities in content production.



## TOM Online

### Continued diversification of revenue streams

- The acquisition of about 81% stake in Indiagames enables TOM Online to immediately tap into the mobile game market. Indiagames is a leading service provider in India with a portfolio of over 60 games and over 100 distribution channels worldwide.
- The investment in Great Wall Software, together with Qualcomm and IDG, focus on the development of JAVA and BREW technologies. This relationship will further strengthen TOM Online's capabilities in 2.5G and future 3G-product development.
- TOM Online acquired 100% of Whole Win, a leading WAP services provider in Mainland China. The acquisition will help TOM Online consolidate its leadership position in 2.5G products and services.
- The acquisition of 100% of Treasure Base will allow TOM Online to broaden its distribution into the mass TV sector. Treasure Base is a top wireless entertainment service provider, holding exclusive rights with major TV channels in Mainland China for the provision of wireless entertainment content utilising TV media.